

YouTube Style Guidelines

The following acts as a guide to the making and production of your own YouTube video for STMA educational purposes. STMA will thoroughly review your video based off of the following components. Remember, the goal of these videos is to enhance the education of Sports Turf Managers. STMA will be promoting your video and expects you to provide professional, applicable educational content. STMA reserves the right to decline or remove any video it feels is inappropriate.

Design and Production Guidelines

Determine a Topic

- Is the content relevant to the educational needs of STMA members?
- Relevant content can include, but is not limited to:
 - Maintenance of any type of athletic surface - sports fields (natural grass and synthetic), baseball/softball infields, running tracks, tennis courts, horse tracks, etc.
 - Construction of any type of athletic surface - sports fields (natural grass and synthetic), baseball/softball infields, running tracks, tennis courts, horse tracks, etc.
 - Maintenance and repair of sports field equipment – grounds equipment, goals, irrigation, etc.

Determine Audience Needs

- Who is your audience?
- What is the skill level of your audience?
- How will the audience benefit from this educational offering?
- What problem does the education solve?

Designing the Video

- What is the goal of the education?
- What are the learning objectives?
- Does the content accomplish the learning objectives?
- Is the theme interpreted correctly by the audience? Does the viewer experience what he/she is supposed to experience?
- How is narrative used to convey the educational content?
- What types of objects, actions, or pictures support the learning content?
- How do visuals reinforce the message of the content and encourage learning and application?
- Is the information accurate, relevant, and truthful?
- Does the content promote a commercial product or service? All videos are required to be generic. STMA will NOT accept videos focused primarily on commercial products or services.

- Do the media require a license for use? (See information on copyrights and fair use below.)

Copyright and Fair Use

Copyright is a legal device that provides the creator of a work the right to control how the work is used. Copyrights protect the right to make copies of an original work, the right to sell or distribute copies of the work, the right to prepare new works based on the protected work, and the right to perform the protected work in public.

Fair use is the right to use copyrighted material without permission or payment under some circumstances. Fair use is situational, and context is critical. It is a tool to balance the rights of users with the rights of owners.

If using something that is copyrighted:

- Credit the source of your information. Proper attribution and credit with citations to sources must be noted for all copyrighted works including in all multimedia programs.
- Find out if the owner of the copyright provides information on how to use the work.
- Ask the owner of the copyright for permission. You must seek individual permissions (licenses) before using copyrighted works in educational multimedia productions for reproduction and distribution.

In order to ensure your video does not infringe on someone else's copyright is to create something completely original. Be sure all components of your video are your original creation, including audio, to avoid infringement. For example, if you use an audio track of a sound recording owned by a record label without that record label's permission, your video may be infringing the copyrights of others. This also includes company logos. Otherwise, permission must be obtained for copyrighted material.

Disclaimer

The information presented here is only general information. Legal advice must be provided in the course of an attorney-client relationship specifically with reference to all the facts of the particular situation under consideration. Such is not the case here, and accordingly, the information presented here must not be relied on as a substitute for obtaining legal advice from a licensed attorney.

Tips and Guidelines

- Length of the video should be between 3-10 minutes
- All videos are required to be generic. Videos that primarily promote commercial products or services will not be accepted. Videos should be topic based, not product based.
- All video participants should be professionally dressed
- Prepare an outline and basic script to follow before shooting the video.
- Keep clips short and active.
- Avoid rapid pans and zooms.
- Allow 5 seconds between starting the recording and starting the action. Allow 5 seconds between the conclusion of the action and the end of the recording.
- Use a tripod to stabilize the camera.

- Make sure participants speak clearly and appropriately. Narrators or individuals being interviewed should use an external microphone for the best sound quality. If a microphone is not possible, shoot from less than 3 feet away and speak loudly and clearly for the built in microphone in the recorder.
- When the recording is complete and subjects are still available, be sure to watch the recording. If it is not what you need, record again. It is easier to shoot additional takes now than try to recreate the shot another day.
- Upon approval of your video, the introduction of the video must include the title, participant names, facility, and that it is a production supported by STMA.